1: Glacken E-5 (1951-1952) 1953 AC7 Okinawa AC7

Obtaining News of a Larger World

203

While it is an error to think of villages as isolated social and economic units, it would be a mistake also to fail to mention the existing obstacles to communication and the dissemination of news.

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There are virtually no radio sets in any of these villages, except in the schools and sometimes in a village office. Home radio sets invariably need repairs. In Hanashiro, which has no electricity, there were 3 radios, two of which did not work. There were 4 in Hinatogawa, with one at least not working, and six in Matsuda, three of which were in the primary school, one in the village office. In these villages there is electricity from about 6:30 to 10:30 in the winter and from 7 to 11 PM in the summer. The radio is not an important direct medium for obtaining news. If they can, villagers tune in Japanese stations for news, music, and entertainment. There is a need for simple and cheap means of reaching rural areas by radio.

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Newspapers are more important media. But in late 1951 and early 1952, there were 5 newspaper subscribers in Hanashiro, one going to the village office where it could be read by all, 14 in Hinatogawa, and about 20 in Matsuda, reduced from a previous 40 by an increase in the subscription rate. The barbershop in Matsuda had a newspaper. Schools and the township and village offices subscribe. It is difficult to estimate actual circulation. My own observation is that newspaper reading under these conditions is casual and intermittent, that newspapers are read consistently only by the village officials, school teachers, and the regular subscribers. News from Naha, the other Ryukyu islands, and from international sources is disseminated largely by word of mouth. Local readers make their reading a subject of conversation. There is no lack of interest in broader questions and in international events. The negotiations leading up to the Japanese peace treaty were followed with great interest by many villagers in Matsuda. [203]

Japanese magazines, particularly movie magazines, are popular despite their high cost. They are widely read not only by the young, but by older men and women, including school teachers.

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Telephones are not a part of home life. There were two privately installed field telephones in Hinatogawa, but no private telephones in the other villages. The village office, the post office are equipped with phones.

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The possibilities of obtaining more direct knowledge of other parts of Okinawa island have increased since the war. One can travel by public transportation from the southern part of the island to the extreme north in a reasonable time and not too uncomfortably. Provincial attitudes still remain. Persons in the southern villages

178 369 The new roads and buses have done much to break down the isolation of the village; the physical barriers separating village from town have greatly diminished. This has enabled the rural dweller to enter the labor markets of the urban areas and to expand greatly the markets for his products.

178 20 Communications Equally as impressive as the changes in transportation have been those in communications. Today newspapers, radios, telephones, and movies are making their influences felt in the country. Prior 178 to the war there were five motion-picture theaters on Okinawa; today there 546 are fifty-seven, and approximately one-third of the films shown are of [177] Western origin. Though the theaters are concentrated in the towns and cities, the young people of neighboring farm villages often make regular use of them. Some of the young people in Kanegusuku go to the theaters in Itoman several times a week.

178 204 Everyone asserts that newspapers are becoming more common in the rural areas. In the isolated village of Oku at the northern end of Okinawa the mayor informed us that nearly 90% of the houses subscribe regularly to a newspaper.

178 207 203 In Kanegusuku seventy of its 103 houses obtained radios this year under the group listening system. A number of those who were unable to secure radios (due to a lack of equipment) are hoping to do so in the near future. In some villages the group listening system has been utilized as a public address system for official announcements. This has greatly simplified the problem of conveying information or orders to the villagers. Pitts made use of this system on Henza Shima to explain his purpose in studying there. In this same village the regular Shuri broadcasts are sometimes replaced with Okinawan music played on a phonograph owned by the village. On Izena Shima the system is used to announce the arrivals and departures of the two ferryboats which serve the island.

The radio has been eagerly received in all communities which the author visited and has been instrumental in bringing the villagers into contact with the outside world.

177 178 241 Agriculture and the Rural Economy Major changes in Okinawan agriculture have been slight. Improvements have been made in yields as the result of scientific research conducted by the Japanese, a few new minor crops have been introduced, modern fertilizers have been made available, and the system of land tenure was radically altered by the Japanese; but the basic agricultural methods have remained the same. The major crops have not changed though their ratios have fluctuated, and most importantly, farm holdings remain as scattered and heavily fragmented as ever. There is at present no trend or even a suggestion of a trend toward consolidation of holdings nor is there any indication of a lessening of land pressure. So long as the farms remain small, fragmented, and widely scattered, there will be no possibility of using machinery or scientific methods. The present system of intensive gardening does produce a high yield per acre, but it also demands a large labor supply.